ORDER

Orders Order / Rev: 168419 Alt Order #: 06360271 **Product Desc: CROSSROADS GPS** Estimate: 1078 WDJT-TV-LP Flight Dates: 10/16/12 - 10/22/12 Primary AE: **Matthew Norten** Original Date / Rev: 10/01/12 / 10/01/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: Crossroads Media **Buying Contact:** Noelle Ramsey Billing Type: Cash **Billing Contact:** Billing Calendar: Broadcast 66 Canal Center Plaza Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Issue/Crossroads GPS A35+ Demographic: New Business Thru: PL Issue **Product Codes:** Order Separation: 00:15:00 Priority: P-1 Advertiser External ID:

Rill Plan

DIII FIAN				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	15	\$17,500.00	\$14,875.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14,875.00	0.00
Totals	15	\$17,500.00	\$14.875.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

AGY, POL, ISS

Order Share	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$291,666.67

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WIT!	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTV	1%	\$2,916.67
WYTU	0%	\$0.00

Lr	Ch	Start	End	Inventory Code	Break	Start/End	Fime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WDJT	10/19/12	2 10/19/12	Letterman 1035p- Letterman 1035p	•	1035p-1135p	1	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10/		10/21/12		 	\$400.00	0.00						
E 2	WDJT	10/19/12	2 10/19/12	Wheel of Fortune	630p- 7 4M	M-F 630p-7p	1	:30	1	\$1,500.00P-1	0.00 NM	1	\$1,500.00
				630p-7p/Wheel									
	<u>S</u> ta:	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	Veek: 10/	15/12	10/21/12	1	1	\$1,500.00	0.00	· · · · · · · · · · · · · · · · · · ·	_				

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Order / Rev: Alt Order #:

Flight Dates:

168419

06360271

10/16/12 - 10/22/12

Advertiser:

Issue/Crossroads GPS

Product Desc:

CROSSROADS GPS

Estimate:

1078

WDJT-TV-LP

Ln Ch	Start End	Inventory Cod	le Brea	k Start/End	d Time Days	Len S	pots	Rate Pri	Rtg Type	Snots	Amount
E 3 WDJT	10/22/12 10/22/		CM	10p-1035p	1	:30	1	\$1,600.00P-1			\$1,600.00
<u>S</u> tart	Date End Dat	M-F Lat e N ews <u>Weekdays</u>	Spots/Weel	<u>k</u> Rate	Rating						
Week: 10/22		1		1 \$1,600.00	0.00						
E 4 WDJT 1	10/22/12 10/22/1	2 Letterman 1035 Letterman 1035		1035p-1135 (10:35 PM-1	•	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
<u>Start</u>		<u>Weekdays</u>	Spots/Weel		Rating						
Week: 10/22				Ψ-700.00	0.00			<u>_</u>			
L 3 VVDJ! I	10/22/12 10/22/1	2 Wheel of Fortun 630p-7p/Wheel	е өзор-хим	M-F 630p-7	p 1	:30	1	\$1,500.00P-1	0.00 NM	1	\$1,500.00
<u>Start </u> Week: 10/22		<u>Weekdays</u> 1	Spots/Week		Rating						
		2 Sun Late News	CM	\$1,500.00 10p-1035p	0.00 - 1	:30		\$1,600.00P-1	0.00 NM	1	\$1 600 00
01	D-1	Sun Late News			_		·	\$1,000.001 -1	C.OO INIVI	'	\$1,600.00
Start [Week: 10/15		Weekdays 1	Spots/Week 1		Rating 0.00				ľ		5.5
E 7 WDJT 1	0/18/12 10/18/1		СМ	10p-1035p	1	:30	1	\$1,600.00P-1	0.00 NM	1	\$1,600.00
Start D	Date End Date	M-F Late News <u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ŀ		
Week: 10/15/	/12 10/21/12	1		\$1,600.00	0.00				- 1		
E 8 WDJT 10	0/18/12 10/18/12	! Letterman 1035p Letterman 1035p	•	1035p-1135p	1	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
Start D	Date End Date	<u>Wee</u> kdays	Spots/Week	Rate	Rating				1		
Week: 10/15/ E 9 WDJT 10		1	1	\$400.00	0.00						
E 9 VVDJ1 10	0/10/12 10/10/12	Wheel of Fortune 630p-7p/Wheel	630b-14M	M-F 630p-7p	1	:30	1 :	\$1,500.00P-1	0.00 NM	1	\$1,500.00
<u>Start D</u> Week: 10/15/		Weekdays	Spots/Week	Rate	Rating				J		
E 10 WDJT 10			CM	\$1,500.00 10p-1035p	0.00	:30	1 0	\$1,600.00P-1	0.00 NM	4	£4 600 00
		M-F Late News		тър тобор	-	.00	' '	μι ₁ 000.0011	0.00 14141	1	\$1,600.00
<u>Start D</u> Week: 10/15/1		<u>Weekdays</u> -1 -	Spots/Week	Rate \$1,600.00	Rating 0.00						
E 11 WDJT 10		Letterman 1035p-		1035p-1135p		:30	1	\$400.00P-1	0.00 NM	1	\$400.00
Start Da	ate End Date	Letterman 1035p		D-4-	.						*
Week: 10/15/1		<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00				ŀ		
E12 WDJT 10	/16/12 10/16/12		630p- 7 ¢M	M-F 630p-7p	-1	:30	1 \$	1,500.00P-1	0.00 NM	1	\$1,500.00
Start Da	ate End Date	630p-7p/Wheel <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/15/1	2 10/21/12	-1	1	\$1,500.00	0.00						
E13 WDJT 10/	/17/12 10/17/12	M-F Late News M-F Late News	CM	10p-1035p	1	:30	1 \$	1,600.00P-1	0.00 NM	1	\$1,600.00
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/1:		1 Letterman 1035p-		\$1,600.00	0.00		4				
E 14 VVD31 10/	17712 10/11/112	Letterman 1035p-		1035p-1135p	1	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
<u>Start Da</u> Week: 10/15/12		<u>Weekdays</u> 1	Spots/Week		Rating				- 1		
E 15 WDJT 10/		Wheel of Fortune 6	1 530p-72M	\$400.00 VI-F 630p-7p	0.00 	:30	1 \$	1,500.00P-1	0.00 NM	1	\$1,500.00
		630p-7p/Wheel			_		. 4	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	J.00 141VI	•	ψ1,000.00
Start Da Week: 10/15/12	_	Weekdays	Spots/Week 1 5	<u>Rate</u> \$1,500.00	Rating 0.00						
			· · · ·	- 1000.00		·	_				

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